

Media Relations Policy

Passed: January 2015

Media Relations Background

Lillooet Area Library Association is committed to the accurate and effective flow of information to the public, and strives to foster a positive, co-operative relationship with the media.

Library Spokespersons

The Library Board is the source of information for the media on matters under discussion such as budget, service expansion or reduction, policies, and the Chief Librarian. The Chair, unless the Board has designated a media spokesperson, speaks for the Board.

The Chief Librarian, or designate, may respond to requests for information about matters of established Board policy, services, procedures and personnel.

All media contacts will be cleared with the Chief Librarian, who will check them with the Board chair, and refer appropriate requests to the Chair or the designated spokesperson. If either the Chief Librarian or the Board chair is unavailable, and have no designated spokespersons, the one who is available must exercise her or his discretion and respond accordingly. If neither is available for some reason, media requests should be deferred until one or both can decide.

Responses will be timely and accurate.

When dealing with the media, disclosure restrictions imposed by the Freedom of Information/Protection of Privacy Act must be observed.

http://www.bclaws.ca/Recon/document/ID/freeside/96165_00

In their capacity as employees of LALA, staff are not permitted to:

Write “Letters to the Editor” to any publication. Those authorized to write Letters to the Editor on behalf of the Library are the Chief Librarian (or designate), or the Library Board Chair (or designate)

Take part in radio call-in shows, social media or blogs, or to approach media outlets with story ideas, unless they have been designated to do so by the Chief Librarian. If a staff member has a story idea for the media, they are to discuss it with the Chief Librarian.